



JOSH MANDEL

Revision #: 0 Date: 8/13/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2602

Media: TV

Description: OH US SEN JOSH MANDEL AUG 13-AUG 20

Product: GENERAL

Flight Start Date: 8/14/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 8/20/12 4:59:00 AM

Separation between spots: 30

| Line No | Daypart Program | Daypart Code | STN Gross | STN Net | Days Dur | Tue 8/14 | Wed 8/15 | Thu 8/16 | Fri 8/17 | Sat 8/18 | Sun 8/19 | Mon 8/20 | Total Spots |
|---------|---|--------------|------------|------------|----------|----------|----------|----------|----------|----------|----------|----------|-------------|
| WKRC-TV | | | | | | | | | | | | | |
| 15 | MTuWThF 6:30a-7:00a GD MRN CINN@6 | EM | \$800.00 | \$680.00 | 30 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 2 |
| 16 | MTuWThF 7:00a-8:00a EARLY SHOW | EM | \$400.00 | \$340.00 | 30 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| 17 | MTuWThF 12:30p-2:00p YOUNG&RESTLESS< | DT | \$850.00 | \$722.50 | 30 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 2 |
| 18 | Su 10:00a-10:30a SUNDAY MRN-CBS | WK | \$1,100.00 | \$935.00 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| 19 | MTuWThF 5:00p-5:30p LOCAL12 NEWS-5< | EN | \$1,200.00 | \$1,020.00 | 30 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 2 |
| 20 | MTuWThF 6:00p-6:30p LOCAL12 NEWS-6< | EN | \$1,500.00 | \$1,275.00 | 30 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 3 |
| 21 | Sa 6:00p-6:30p NEWS | EN | \$400.00 | \$340.00 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| 22 | MTuWThF 11:00p-11:35p LATE NEWS | LN | \$1,700.00 | \$1,445.00 | 30 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 2 |
| 23 | Su 11:00p-11:35p LATE NEWS | LN | \$1,700.00 | \$1,445.00 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| 244 | MTuWThF 6:30a-7:00a GD MRN CINN@6 | EM | \$400.00 | \$340.00 | 15 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 2 |
| 245 | MTuWThF 5:00p-5:30p LOCAL12 NEWS-5< | EN | \$600.00 | \$510.00 | 15 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 4 |

Bookends



MANDEL

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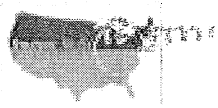
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| Line No | Daypart Program | Daypart Code | STN Gross | STN Net | Days Dur | Tue | Wed | Thu | Fri | Sat | Sun | Mon | Total Spots |
|--------------|---|--------------|-------------|-------------|----------|------|------|------|------|------|------|------|-------------|
| | | | | | | 8/14 | 8/15 | 8/16 | 8/17 | 8/18 | 8/19 | 8/20 | |
| WKRC-TV | | | | | | | | | | | | | |
| 246 | MTuWThF 6:00p-6:30p LOCAL12 NEWS-6< | P2 EN | \$750.00 | \$637.50 | 15 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 4 |
| 247 | MTuWThF 11:00p-11:35p LATE NEWS | P3 LN | \$850.00 | \$722.50 | 15 0 | 2 | 0 | 0 | 2 | 0 | 0 | 2 | 6 |
| 300 | MTuWThF 7:00a-8:00a EARLY SHOW | P2 EM | \$200.00 | \$170.00 | 15 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 4 |
| 301 | MTuWThF 12:30p-2:00p YOUNG&RESTLESS< | P1 DT | \$425.00 | \$361.25 | 15 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 2 |
| Total Spots: | | | | | | 7 | 6 | 6 | 8 | 1 | 2 | 7 | 37 |
| Total Cost: | | | \$30,150.00 | \$25,627.50 | | | | | | | | | |
| Total | | | | | | | | | | | | | |
| AUG 12 | | | \$30,150.00 | \$25,627.50 | | | | | | | | | |

Signature: _____

Disclaimer:



Summary by Station/System

WNCN

Date: 8/13/2012

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| Station | Total Spots | STN Gross | PCT | STN Net | PCT |
|---------------|----------------|--------------|------|-------------|------|
| WKRC-TV | 37 | \$30,150.00 | 100% | \$25,627.50 | 100% |
| Market Total: | 37 | \$30,150.00 | | \$25,627.50 | |

